'95 MEDIA PLAN ADJUSTMENT GOALS

(+ $1.2 MM)

1) Media & production costs reflect $11.9 MM advertising budget:

	'95	'94 (Prop.)	'94 (Act.)
Media	$9.8 MM	$9.6 MM	$9.6 MM
Production	$2.1 MM	$2.3 MM	$3.3 MM
	$11.9 MM	$11.9 MM	$12.9 MM

2) Maximize $ spent on media through cost savings in production.

3) Add Nov./Dec. print activity at reach levels consistent w/'95 base print plan.

4) Cover costs for '95 photo shoot.

5) Produce three 1st Quarter '96 print units.

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Source: https://www.industrydocuments.ucsf.edu/docs/xkmn0004